PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Dave Davies **DATE:** August 4, 1992

FROM: Rebecca Wallach Gordon

SUBJECT: Review Of Merit RGA Meeting

This reviews the issues that were discussed and resolved during yesterday's Merit RGA meeting. If I have omitted or stated anything incorrectly, please let me know. Once I have your approval on this, I will arrange a meeting with Suzanne LeVan and Susan Janetta to let them know where we stand.

- HTI's letterhead will be used for the Merit RGA -- not POL stationery.
- A five point scale will be used for the consumer opinion questions.
- Consumers will be asked only one question in Parts A - C (exhibit 1). These questions are virtually the same as the ones that were asked during the 1988 Merit RGA (exhibit 2).
- Win/Parity criteria:

  Win - Achieve 50+% in the top two boxes
  Parity - Achieve 50+% in the top three boxes
  Parity - Achieve an overall win, win flavor low and achieve parity for Carlton and Now
  Win - Achieve win for Carlton and Now but lose flavor low (would constitute win for Carlton and Now only)
  Loss - Achieve win for flavor low but not for Carlton and Now (please note: does not constitute a win and we should not make any claims)

- Supportable claims:

  Win - Merit is better than...

  Parity - Merit is as good as or better than...

Based on the wording of the POL screener (exhibit 3), I am concerned that POL respondents may be suspicious of how their names were obtained since the interviewer knows their names and knows they are cigarette smokers. The screener begins by asking for a POL respondent by name. Once that person is on the line, the interviewer asks for the name of the respondent's regular brand of cigarettes. I have two recommendations:

We leave the questionnaire as is but monitor for negative reactions from respondents to determine whether the questionnaire needs to be changed.

We change the questionnaire so that it appears as if the POL respondent was chosen randomly.

Once I have agreement on the issues highlighted above, and a decision on how to handle the POL questionnaire, I will speak with the brand people and the people at HTI. Barring any other changes, HTI expects to mail product to consumers on August 12th.

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Source: https://www.industrydocuments.ucsf.edu/docs/kqwc0003

cc: D. Beran
J. Isaacs
A. Lopez

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Source: https://www.industrydocuments.ucsf.edu/docs/kqwc0003

Exhibit 1

DIARY QUESTIONS

Part A

Thinking about how you like the taste of the cigarettes marked SMOKE FIRST, please circle a number below from "1" to "5" which best describes how much you like the taste.

I dislike the taste very much	1	2	3	4	5	I like the taste very much

PART B

Thinking about how you like the taste of the cigarettes marked SMOKE SECOND, please circle a number below from "1" to "5" which best describes how much you like the taste.

I dislike the taste very much	1	2	3	4	5	I like the taste very much

PART C

Now, I'd like you to think about the taste of both cigarettes. How does the taste of the cigarettes marked "SMOKE FIRST" compare to the taste of the cigarettes marked "SMOKE SECOND"? Would you say that the cigarettes marked "SMOKE FIRST" are... (MARK ONLY ONE BOX WITH YOUR ANSWER.)

Much better tasting.....

Somewhat better tasting.....

About the same in taste.....

Somewhat worse tasting.....

Much worse tasting.....

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Source: https://www.industrydocuments.ucsf.edu/docs/kqwc0003

From 1988 Merit RGA Exhibit 2

TO RECORD YOUR REACTIONS

PART A

SMOKE THE TWO PACKS MARKED "SMOKE FIRST," AND THEN ANSWER THE QUESTIONS BELOW

What did you dislike about the cigarettes marked SMOKE FIRST?. (PLEASE BE SPECIFIC)

_____

_____

_____

_____

What did you like about the cigarettes marked SMOKE FIRST? (PLEASE BE SPECIFIC)

_____

_____

_____

_____

And, thinking about how you like the taste, please circle a number below from "1" to "5" which best describes how much you like the taste.

I dislike the taste very much				I like the taste very much
1	2	3	4	5

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Source: https://www.industrydocuments.ucsf.edu/docs/kqwc0003

TO RECORD YOUR REACTIONS

PART B

SMOKE THE TWO PACKS MARKED "SMOKE SECOND," AND THEN ANSWER THE QUESTIONS BELOW

What did you dislike about the cigarettes marked SMOKE SECOND?. (PLEASE BE SPECIFIC)

_____

_____

_____

_____

What did you like about the cigarettes marked SMOKE SECOND? (PLEASE BE SPECIFIC)

_____

_____

_____

_____

And, thinking about how you like the taste, please circle a number below from "1" to "5" which best describes how much you like the taste.

I dislike the taste very much				I like the taste very much
1	2	3	4	5

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Source: https://www.industrydocuments.ucsf.edu/docs/kqwc0003

PART C

COMPARISON OF BOTH CIGARETTES

Now, I'd like you to think about the taste of both test cigarettes. How would you say the cigarettes marked SMOKE FIRST compare to the ones marked SMOKE SECOND? Are the SMOKE FIRST cigarettes. . .

Much Better Tasting . . . . . ___

Somewhat Better Tasting . . ___

About the Same in Taste . . . ___

Somewhat Worse in Taste . . ___

Much Worse Tasting . . . . . ___

THANK YOU! PLEASE KEEP THIS DIARY NEAR THE PHONE SO YOU CAN REFER TO IT WHEN WE CALL YOU

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Source: https://www.industrydocuments.ucsf.edu/docs/kqwc0003

PHILIP MORRIS
SCREENER
RGA PILOT TEST

T Hello, I'm calling for Janet Hall from Home Testing Institute,
T national Market Research Company.
T
T Today, we are conducting a very short survey about cigarettes.
T
T Can I please speak with (FIRST AND LAST NAME) (IF NO NAME PROVI
T ASK FOR "A SMOKER IN YOUR HOUSEHOLD OVER 17 YEARS OLD")
T

'(REINTRODUCE YOURSELF IF NECESSARY)

T 1. What is the brand name of the cigarettes you smoke most often
T
T (**INCLUDE ALL BRANDS**)
T (**IF NOT A VALID BRAND FOR THIS STUDY, IT APPEARS AS NON-USA
T IN QUOTA REPORT**)
T
T (**INSERT RESPONSE HERE**)
T

'(ASK Q.2a IF VALID/USABLE BRAND, OTHERWISE TQ BRAND)

T 2a. We are about to begin a market research study where we will
T send you free cigarettes to test for us.
T
T You will probably receive four packs of free cigarettes
T in early August. We will ask you to smoke the cigarettes
T and will call you to get your opinions. Will you be able to
T participate in this test?
T

1 01 Yes (**CONTINUE**)
2 02 No (**TERMINATE**) (**THANK RESPONDENT FOR THEIR HELP**)

T 2b. Will you be out of town for more than ten consecutive days
T in August?
T

1 01 Yes (**CONTINUE**)
2 02 No (**CONTINUE**)

T First, I'd like to ask you a few questions for classificatior
T purposes only.
T

'(INTERVIEWER:)

T RECORD SEX:
T

1 01 Male
2 02 Female

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Source: https://www.industrydocuments.ucsf.edu/docs/kqwc0003

T 2c. Into which group does your age fall? Are you. . .
T (**READ LIST**)
T

1 01 Under 18 (**TQ AGE**) (**DO NOT GET N/A/T**)
2 02 18-24
3 03 25-34
4 04 35-44
5 05 45-64
6 06 65 or over (**TQ AGE**) (**DO NOT GET N/A/T**)
X 07 (**DO NOT READ**) Refused

'(IF TERMINATE TO Q.2c, THANK RESPONDENT FOR THEIR HELP)

T 2d. About how many cigarettes do you smoke in an average day?
T (**RECORD EXACT NUMBER. DO NOT ACCEPT A RANGE**)
T
T (**INSERT RESPONSE HERE**)
T

T 3. What is the best time to reach you by phone during the week.
T Would it be. . . (**ENTER ONE RESPONSE**)
T

1 01 Between 9am and Noon (**BRING TO TEST LABEL FILE**)
2 02 Between Noon and 5pm (**BRING TO TEST LABEL FILE**)
3 03 After 5pm (**BRING TO TEST LABEL FILE**)
X 04 (**DO NOT READ**) Anytime (**BRING TO TEST LABEL FILE**)

T 4a. In order for us to send you the free cigarettes, we
T need your complete address. Can I have this information
T please?
T

1 01 Yes (**CONTINUE**)
2 02 No (**TERMINATE**)

T 4b. Collect complete Name, Address, and verify Telephone number.
T
T (**ENTER RESPONSE HERE**)
T

'(IF VALID USABLE BRAND AND YES TO Q.2a AND RESPONDENT IS 18-64 SA

T We may be sending you cigarettes shortly. Thank you for you
T help.
T

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Source: https://www.industrydocuments.ucsf.edu/docs/kqwc0003